



UNIVERSITI TEKNOLOGI MARA

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

DIN GUA GUA GROUP

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To conclude, this project is considered as a preparation for our future practice in business venture. In hope, on all our time spend, hardworking and teamwork will fruitful and also with all advises and suggestion from all surround us will make us more understand with the project if we decide to do it in future.

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EXECUTIVE SUMMARY THE COMPANY

Nowadays, entrepreneurship gives bigger chances for the risk taker to involve in the industry. They are many type of business can be done in Malaysia, such as; convenient store. This business is fall under oligopoly market structure that allow anyone to enter and exit the market freely. That is why it became one of business popular among the new entrepreneur; it can be prove by looking at the growth number of convenient store at any region. At the Sulaman, Kota Kinabalu itself shows the number of the shop, which mean the convenient product have the higher demand. Therefore, we are accepting the entrepreneurship industry which also suggested by the government to enhance the Malaysian living value.

Therefore, we are decided to do the same business since we are still new and have not taken many courses in this industry and we are also trying to avoid in business that involving production activity.